

3-2677
FROM THE MAGAZINE RACK #66
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STRIKING IT RICH -- OIL IN YOUR OWN BACKYARD (POPULAR MECHANICS)
URBAN ALCHEMY: TURNING TRASH INTO DOLLARS (BLACK ENTERPRISE)
HOW TO USE YOUR TIME WISELY (U.S. NEWS AND WORLD REPORT)

ANNCR: HERE IS ----- WITH FROM THE MAGAZINE RACK...VOICE
OF AMERICA SUMMARIES OF ARTICLES ON TIMELY TOPICS FROM
AMERICAN MAGAZINES. TODAY, SOME UNIQUE APPROACHES TO
USING OUR NATURAL RESOURCES. POPULAR MECHANICS TELLS
ABOUT DRILLING FOR OIL IN YOUR OWN BACKYARD; BLACK
ENTERPRISE REPORTS ON HOW A COMMUNITY ORGANIZATION IS
TURNING A PROFIT ON GARBAGE; AND U.S. NEWS AND WORLD
REPORT DEALS WITH THE QUESTION ON A MORE PERSONAL LEVEL,
IN AN ARTICLE CALLED "HOW TO USE YOUR TIME WISELY."

STRIKING IT RICH -- OIL IN YOUR OWN BACKGROUND #3-2677

EDITOR: SOME PEOPLE JOKE NOWADAYS THAT THE BEST WAY TO AVOID
RISING FUEL PRICES IS TO DRILL FOR OIL OUT BEHIND THE
HOUSE. FOR THE DOUGLAS MITCHELL FAMILY LIVING NEAR
BARTLESVILLE, OKLAHOMA, IN THE SOUTHWESTERN UNITED
STATES, THAT SUGGESTION IS NO JOKE.

OKLAHOMA IS ONE OF THE OIL-PRODUCING STATES OF THE U-S,
THEREFORE, DOUG MITCHELL'S IDEA OF DRILLING ON HIS FARM
WAS NOT AS CRAZY AS IT MIGHT SOUND. BUT IT WAS NOT AN
EASY TASK EITHER. POPULAR MECHANICS MAGAZINE EXPLAINS:

VOICE: BEFORE DOUG WENT INTO PROSPECTING, HE HAD BEEN WORKING AT TWO JOBS AND HIS WIFE, LINDA, TAUGHT SCHOOL TO MAKE ENDS MEET. WHEN HE DECIDED TO TAKE THE OIL-DRILLING GAMBLE, HE HAD TO GIVE UP HIS JOBS AND THE FAMILY OF SIX LIVED ON LINDA'S INCOME FROM TEACHING. THEY ALSO GREW AS MUCH FOOD AS POSSIBLE AND TRIED RAISING CATTLE, BUT CROP AND CATTLE LOSSES ADDED TO THEIR TROUBLES. DOUG WORKED THE LAND SIXTEEN-HOUR DAYS AND OTHER FAMILY MEMBERS HELPED WITH FARM CHORES."

EDITOR: OIL-DRILLING IS NO EASY TASK, PARTICULARLY FOR AMATEURS. WHEN LINDA MITCHELL WASN'T TEACHING SCHOOL, SHE WAS OUT BACK WITH DOUG, CARRYING HEAVY PIPE AROUND, WHILE DOUG SWEATED TO KEEP THE SECOND-HAND DRILL RIG IN OPERATION. EVEN THEIR THIRTEEN YEAR OLD SON JIM PITCHED IN TO KEEP THE DRILL BITS SHARPENED.

AS THE WELL GOT DEEPER, THE MITCHELLS GOT DEEPER IN DEBT. AND THOUGH THEY WERE CLOSE TO FINDING OUT WHETHER THEIR EFFORTS WOULD MEET SUCCESS OR FAILURE, THEY BEGAN TO RUN OUT OF CREDIT. POPULAR MECHANICS PICKS UP THE STORY:

VOICE: "IT BEGAN TO LOOK LIKE THE MITCHELLS HAD DUG A HOLE THEY COULDN'T GET OUT OF. BUT WORD GOT AROUND AMONG FRIENDS AND NEIGHBORS, EVEN PEOPLE THEY HAD NEVER HEARD OF: THE MITCHELLS HAD PROBLEMS. SUDDENTLY THINGS STARTED HAPPENING. ONE STRANGER OFFERED THE USE OF A WINCH TRUCK. OTHERS CONTRIBUTED TOOLS, TUBING, RODS, A PUMP

VOICE: AND TWO ONE-HUNDRED BARREL STORAGE TANKS. SAYS DOUG:
(CONT) 'WITH HELP LIKE THAT, WE FELT WE JUST HAD TO SUCCEED.'"

EDITOR: WORKING THROUGHOUT A HARSH OKLAHOMA WINTER, DOUG MITCHELL WAS READY TO TEST HIS LUCK IN MID-APRIL. LINDA WENT OFF TO SCHOOL, HER MIND MORE ON OIL THAN EDUCATION, WHILE DOUG STARTED THE PUMP. POPULAR MECHANICS GOES ON WITH THE STORY.

VOICE: "THERE WERE A FEW TENSE MOMENTS. 'ALL OF A SUDDEN,' SAYS DOUG, 'THE PIPE RUNNING FROM THE PUMP TO THE STORAGE TANK STARTED TO VIBRATE AND BROKE THE BAILING WIRE THAT HELD IT DOWN. . . SOON OIL STARTED TO VIBRATE AND BROKE THE BAILING WIRE THAT HELD IT DOWN. . . SOON OIL, WATER AND GAS WERE ALL BEING BLASTED UP THE WELL BY THE PRESSURE BELOW RATHER THAN THE PUMP. . . DURING THE FIRST THREE DAYS, THE WELL PRODUCED A PHENOMENAL ONE HUNDRED BARRELS OF CRUDE A DAY. LATER IT TAPERED OFF TO SEVENTY-SIX BARRELS AND FINALLY SETTLED DOWN TO A STEADY EIGHT. THAT'S STILL EXCEPTIONAL. A WELL CONSIDERED GOOD IN THAT PART OF THE COUNTRY PRODUCES FIVE OR SIX BARRELS A DAY."

EDITOR: WHILE THE MITCHELLS WERE OVERJOYED WITH THEIR SUCCESS, THEY DID NOT BREAK INTO CELEBRATION. INSTEAD, DOUG IMMEDIATELY BEGAN TO MOVE HIS DRILL RIG TO A SECOND SITE ON HIS FARM AND IS NOW WORKING ON WELL NUMBER TWO.

OP.T. ↓
THE MITCHELL'S STORY HAS ATTRACTED MUCH ATTENTION IN THEIR PART OF THE U-S. AND POPULAR MECHANICS REPORTS THE REACTION OF ONE LOCAL NEWSPAPER:

VOICE:

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"THE TULSA DAILY WORLD SAW IN THE MITCHELLS' SUCCESS NEW INCENTIVES FOR SMALL INDEPENDENT PRODUCES. SAID THE WORLD, 'REPEATED THOUSANDS OF TIMES ACROSS THE NATION, THE MITCHELLS' TACTICS COULD RESULT IN BADLY NEEDED OIL PRODUCTION FOR CONVERSION TO GASOLINE AND OTHER PETROLEUM PRODUCTS.'"

URBAN ALCHEMY: TURNING TRASH INTO DOLLARS #3-2677

EDITOR: CITY DWELLERS CERTAINLY DON'T HAVE OIL IN THEIR BACKYARDS. BUT MUCH TO THEIR DISMAY, MANY OF THEM HAVE TRASH THERE. IN WASHINGTON, D.C., REPORTS BLACK ENTERPRISE MAGAZINE, ONE COMMUNITY GROUP DECIDED TO GET RID OF THE TRASH BY PROVIDING THE PAPER CONTAINERS, AND THEN MAKE A PROFIT BY SELLING TRASH CAN ADVERTISING. BLACK ENTERPRISE REPORTS:

VOICE: "THE WHOLE PROCESS STARTED WHEN THE BLACK COMMUNITY GROUP, PRIDE INCORPORATED, BEGAN NEGOTIATING WITH THE WASHINGTON CITY GOVERNMENT. . . FOR AN EXCLUSIVE FIFTEEN YEAR CONTRACT TO PROVIDE THE ONLY STREET CORNER TRASH CANS IN THE CITY. AFTER A PUBLIC HEARING, THE CITY COUNCIL PASSED A SPECIAL REGULATION WHICH WOULD ALLOW A COMPANY TO PURCHASE THE CONTAINERS AND SELL ADVERTISING ON THEM. "IN EARLY 1972 THE CITY OPENED THE BIDDING AND THE DECISION WAS MADE TO AWARD THE CONTRACT TO PRIDE, AFTER THE CITY'S DEPARTMENT OF ENVIRONMENTAL SERVICES APPROVED THE DESIGN OF THE CONTAINERS AND THEIR LOCATION PLANS."

EDITOR: PRIDE INSTALLED AN INITIAL FOUR HUNDRED CANS IN DOWNTOWN WASHINGTON, AND SIMULTANEOUSLY BEGAN TO SEEK ADVERTISERS WHO WISHED TO PUT THEIR MESSAGES ON THE FOUR SIDES OF THE "ENVIRONMENTAL KIOSKS," AS THEY ARE CALLED. IT IS

DIFFICULT FOR A SMALL CONCERN TO BREAK INTO THE ADVERTISING BUSINESS, BUT MARY T. BARRY, PRIDE'S EXECUTIVE DIRECTOR, EXPLAINED TO BLACK ENTERPRISE HER GROUP'S STRATEGY:

VOICE: "TAKE A SMALL BLACK BUSINESS. . . WE CAN TAKE THEIR ADS AND PUT THEM ON A CONTAINER IN FRONT OF AN EXCLUSIVE STORE. THIS FORCES THAT STORE-OWNER TO SAY TO HIS ADVERTISING AGENCY, 'WHY AREN'T YOU PUTTING ME ON THAT CONTAINER?' THIS GIVES US THE LEVERAGE TO BREAK INTO THAT VERY CLOSED. . . ADVERTISING CIRCLE."

EDITOR: PRIDE OFFERS A NUMBER OF ADVERTISING PACKAGES. THE PRICES ARE BASED ON THE GEOGRAPHICAL LOCATION OF THE TRASH CONTAINERS, THE LENGTH OF TIME THE AD WILL RUN, AND THE NUMBER OF SIDES THE ADVERTISER WANTS TO BUY. NATIONAL COMPANIES ALREADY ADVERTISING ON THE TRASH CANS INCLUDE AN ELECTRONICS MANUFACTURER, A BOOK PUBLISHER, AN OIL COMPANY AND A LIQUOR DISTRIBUTOR. AND BLACK ENTERPRISE REPORTS THE COMPANY HAS GROWN QUITE A BIT:

VOICE: "BY NOW FOUR THOUSAND OF THE LIGHT BLUE, STEEL CONTAINERS ARE IN PLACE, ALL CARRYING THE MESSAGE, 'PRIDE KEEPS OUR CITY CLEAN.' THE CITY HAD NEVER BEFORE HAD MORE THAN TWO THOUSAND TRASH CANS ON ITS STREETS, ALTHOUGH

VOICE: IT NEEDS TWELVE THOUSAND, ACCORDING TO THE ENVIRONMENTAL
(CONT) PROTECTION AGENCY."

EDITOR: THOUGH PRIDE STILL HAS A NUMBER OF PROBLEMS TO OVERCOME,
THEY ARE NOW THE PROBLEMS OF A GROWING COMPANY. AND WITH
PRIDE'S SUCCESS WITH THE ENVIRONMENTAL KIOSK CONCEPT
IN WASHINGTON, OTHER CITIES ARE BEGINNING TO SHOW INTEREST.
ALREADY ON THE DRAWING BOARDS ARE PLANS FOR DOING BUSINESS
IN NEWARK, NEW JERSEY, SAN JUAN, PUERTO RICO, AND
SEVERAL CITIES ON THE AMERICAN WEST COAST.

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HOW TO USE YOUR TIME WISELY #3-2677

EDITOR: AN INDIVIDUAL DOESN'T HAVE TO LOOK VERY FAR FOR HIS MOST
VALUABLE RESOURCE. ON A PERSONAL LEVEL, THAT RESOURCE
IS TIME, AND ALAN LAKEIN, AN AUTHORITY ON TIME MANAGEMENT,
PROVIDES SOME IDEAS ON HOW TO USE TIME WISELY, IN AN
INTERVIEW WITH U.S. NEWS AND WORLD REPORT.

MISTER LAKEIN SAYS MOST PEOPLE WASTE EIGHTY PERCENT OF
THEIR TIME, EVEN THOUGH THEY SEEM TO BE PERPETUALLY
BUSY. HE SAYS THEY LEAD CLUTTERED LIVES, TRYING TO DO
TOO MANY THINGS THAT DON'T REALLY MATTER. BUT, HE TOLD
U.S. NEWS, ORGANIZATION IS NOT ALWAYS THE PROBLEM:

VOICE: "I'M SUSPICIOUS OF PEOPLE WHO ARE TOO WELL ORGANIZED.
TAKE THE CLEAN-DESK MAN, FOR EXAMPLE. HE DOESN'T LET
PAPER WORK PILE UP. EVERYTHING HE DOES IS NEAT AND
EFFICIENT. BUT IF HIS AIM IS JUST NEATNESS ITSELF, HE
CAN BECOME VERY EFFICIENT AT DOING NOTHING.

VOICE: "SIMILARLY, THERE'S THE 'TIME NUT' WHO IS SO PREOCCUPIED
(CONT) WITH SAVING TIME THAT HE SETS AN IMPOSSIBLE SCHEDULE
AND DOESN'T TAKE A MOMENT TO RELAX. HE DRIVES HIS
ASSOCIATED HALF CRAZY WITH HIS EFFORTS TO SAVE A FEW
MINUTES. WHEN YOU COME RIGHT DOWN TO IT, THERE'S NO
SUCH THING AS A LACK OF TIME. WE ALL MUST LIVE ON ONE
HUNDRED SIXTY EIGHT HOURS A WEEK. THAT'S PLENTY OF TIME
TO DO EVERYTHING WE WANT TO DO."

EDITOR: ALAN LAKEIN SAYS THAT PEOPLE COMPLAIN ABOUT A LACK OF
TIME BECAUSE THEY HAVEN'T LEARNED TO USE IT TO BEST
ADVANTAGE. HE SUGGESTS THAT THE KEY GOAL IS TO DECIDE
WHAT IS IMPORTANT AND WHAT ISN'T. HE TOLD U.S. NEWS:

VOICE: "TAKE THAT PILE OF PAPERWORK PEOPLE FEEL GUILTY ABOUT.
SORT IT INTO THREE PILES -- A,B, AND C. THE MOST
IMPORTANT ITEMS GO INTO PILE A, THE LESS URGENT IN B,
THE LOWEST PRIORITY IN THE C PILE. HANDLE THE A'S AT
ONCE, THE B'S WHEN YOU CAN GET TO THEM. PUT THE C
MATERIAL IN THE BOTTOM DRAWER -- I CALL IT THE 'C
DRAWER' -- JUST IN CASE SOMEONE ASKS ABOUT ANY OF IT.
WHEN THE DRAWER IS FULL, YOU'LL FIND THAT YOU CAN THROW
AWAY MOST OF IT WITHOUT MISSING A THING."

EDITOR: MISTER LAKEIN ALSO SUGGESTS THAT, IF POSSIBLE, EVERY PIECE
OF PAPER SHOULD BE HANDLED ONLY ONCE. AN INCOMING LETTER
SHOULD BE ANSWERED AS SOON AS IT IS READ. AND HE SAYS,
HIS A-B-C METHOD APPLIES TO SETTING PRIORITIES FOR DAILY
TASKS AS WELL AS TO HANDLING PAPERWORK. IN MISTER LAKEIN'S
WORDS:

VOICE:

"THERE'S WHAT I CALL THE "EIGHTY-TWENTY RULE" THAT SAYS:
'IF ALL THE THINGS YOU WANT TO DO ARE WEIGHTED ACCORDING
TO VALUE, EIGHTY PERCENT OF THE VALUES WILL COME FROM
ONLY TWENTY PERCENT OF THE ITEMS.

"IN A LIST OF TEN THINGS YOU WANT TO ACCOMPLISH TODAY,
FOR INSTANCE, DOING TWO OF THEM WILL YIELD EIGHTY PER
CENT OF THE VALUE. FIND THOSE TWO, LABEL THEM BOTH AS
A'S AND GET THEM DONE. EVEN IF THEY'RE TIME CONSUMING,
YOU GET MORE VALUE FROM TACKLING THEM FIRST. IF
IT'S A BUSY DAY, CHANCES ARE YOU CAN SKIP THE OTHER
EIGHT ITEMS WITHOUT ANY REAL HARM."

EDITOR: MISTER LAKEIN SAYS LIST-MAKING IS A VALUABLE TOOL,
IF YOU KEEP HIS A-B-C SYSTEM IN MIND. HE SUGGESTS
FIVE CRITERIA FOR DECIDING THE PRIORITY OF EACH ITEM,
ONCE AN INDIVIDUAL HAS IDENTIFIED HIS OR HER LONG-TERM
GOALS IN LIFE. HE TOLD U.S. NEWS:

VOICE: "FIRST: HOW DOES THE TASK RELATE TO YOUR GOALS.
IF IT HAS NO DIRECT CONNECTION, SKIP IT OR MARK IT
C. SECOND: WHAT IS ITS IMMEDIACY? THIRD: WHO IS
PUTTING A CLAIM ON YOUR TIME? A FAMILY MEMBER OR
IMPORTANT CUSTOMER DESERVES A HIGHER PRIORITY THAN
SOMEONE WITH WHOM YOU RELATE ONLY CASUALLY. FOURTH:
WHAT DO YOU FEEL LIKE DOING? FIFTH: WHAT'S THE NATURE
OF THE TASK? CAN YOU COMBINE IT WITH OTHERS? IF YOU
HAVE AN ERRAND TO RUN, PERHAPS YOU CAN DO A COUPLE
OF OTHER OUTSIDE TASKS WHILE YOU'RE IN THE NEIGHBORHOOD."

EDITOR: THERE ARE A NUMBER OF OTHER TIME-SAVERS MISTER LAKEIN HAS TO OFFER: LIKE HAVING A LIGHT LUNCH SO YOU DON'T GET SLEEPY IN THE AFTERNOON, CARRY BLANK PIECES OF PAPER ON WHICH TO JOT DOWN IDEAS, CONCENTRATE ONLY ON ONE THING AT A TIME, AND SAVE UP TRIVIAL MATTERS FOR A THREE-HOUR SESSION ONCE A MONTH. HE ALSO TOLD U.S. NEWS SOME OF THE THINGS HE DOES IN HIS PERSONAL LIFE TO CONSERVE TIME:

VOICE: "I REMIND MYSELF THAT THERE'S ALWAYS TIME FOR THE IMPORTANT THINGS. IF SOMETHING IS IMPORTANT, I'LL MAKE TIME TO DO IT. I TRY ALWAYS TO ENJOY WHATEVER I'M DOING, AND I DON'T WASTE TIME REGRETTING WHAT I DON'T TAKE TIME TO DO."

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ANNCR: YOU'VE BEEN LISTENING TO FROM THE MAGAZINE RACK, SUMMARIES OF ARTICLES ON TIMELY TOPICS FROM MAGAZINES PUBLISHED IN THE UNITED STATES. YOU HEARD TODAY A REPORT ON A COUPLE WHO DRILLED FOR OIL IN THEIR BACKYARD, FROM POPULAR SCIENCE; A WAY ONE COMMUNITY GROUP TURNED TRASH INTO PROFITS, FROM THE PAGES OF BLACK ENTERPRISE; AND A LOOK AT SOME WAYS TO SAVE TIME, FROM U.S. NEWS AND WORLD REPORT. NEXT WEEK (AT THIS TIME), MORE SELECTIONS FROM THE MAGAZINE RACK. YOUR REPORTER WAS _____.

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